

Chapter 1: User's Guide

1.1 Introduction

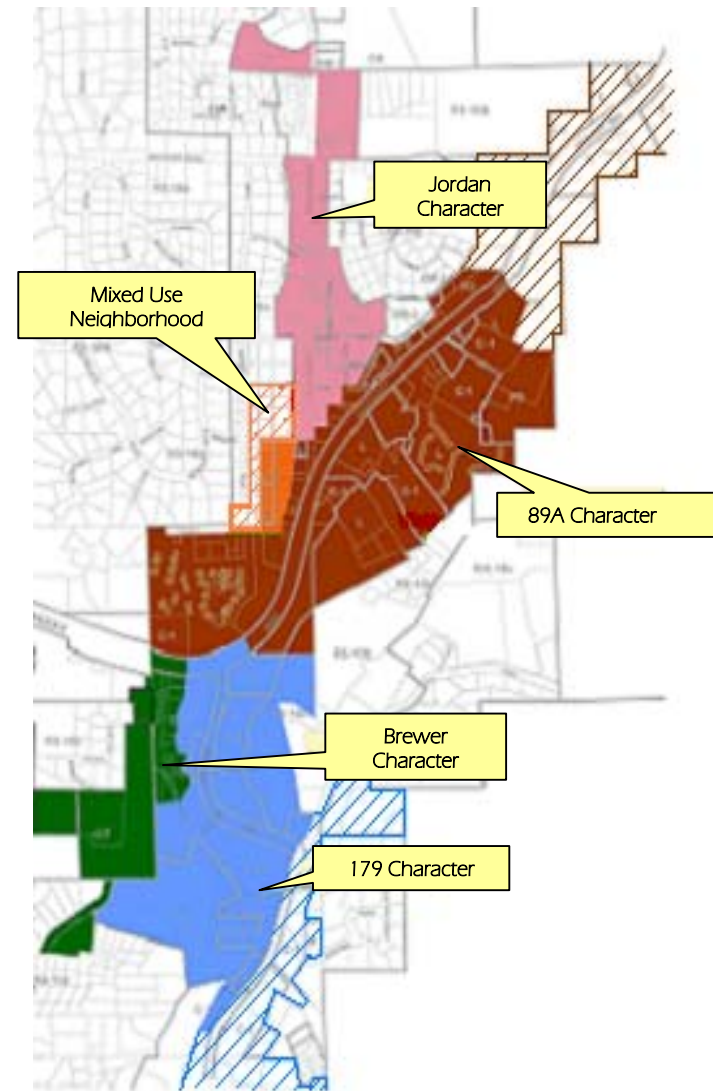
One of the primary tenets of the Sedona Community Plan is to “be a city that retains its small town character and creates its manmade improvements in strict harmony with nature”. The Community Plan supports and recommends the development of community character districts that will preserve Sedona's historic and cultural character and heritage and create a sense of community identity. The Community Plan further supports the revitalization of the uptown area as a specific character district and recommends that the City of Sedona address design and development standards for the uptown area. The Sedona Main Street and Character Districts Design Manual will help implement these very important recommendations of the Sedona Community Plan.

Sedona Main Street is a special and distinct area within the City of Sedona. Irregular in shape, it is comprised of five different character areas, each with unique characteristics and design issues:

- State Route 89A
- Jordan Road
- Mixed Use Neighborhood
- State Route 179
- Brewer Road

1.2 Purpose

The purpose of this handbook is to guide the enhancement, additions, renovations, and development of buildings and public spaces within each character area and applies to all development except single family residential, with the



Sedona Main Street and Character Districts

Note: The hatched areas on the map covered by the "Guidelines" are not under the jurisdiction of the Sedona Main Street Program, but are in the specified character districts. Development within these areas only requires City of Sedona review.

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exception of the "Mixed Use Neighborhood" district where the guidelines will apply to single family residential. The Sedona Main Street and Character Districts Design Manual is intended to promote a desired level of future development quality that will:

- Clarify expectations for quality design
- Offer ideas to property owners
- Provide evaluation criteria during project review
- Provide a method to help ensure objectivity, consistency, and predictability in the design review process; and,
- Promote a clear identity and sense of place for each of the area's unique character districts.

The Manual acknowledges the valued architectural characteristics and development patterns in the Sedona Main Street District today. The guidelines do not seek to impose an overriding style or artificial theme. They do seek to promote the positive design characteristics throughout Sedona that help to make it the unique place it is.

The Sedona Main Street and Character Districts Design Manual consists primarily of practical guidelines for construction and rehabilitation of buildings and storefronts, as well as the sites upon which they are located, that will positively contribute to the distinct and exceptional character of each of the Sedona Main Street character areas. The guidelines aim to engender creative approaches and solutions within a workable framework, rather than laying out detailed and rigid standards. It is not the intent of this Manual to eliminate design freedom or discourage innovation and creativity.

The guidelines in this manual may be interpreted with some flexibility in their application. However, some of the provisions



SR 89A



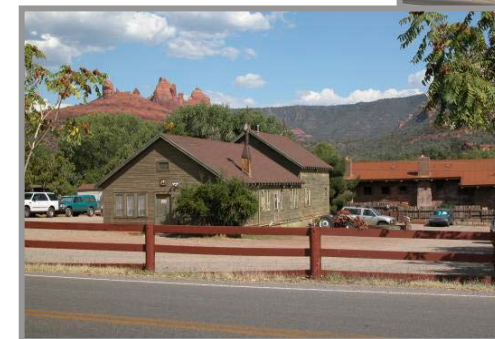
Mixed Use Neighborhood



Jordan Road



SR 179



Brewer Road

Sedona Main Street's Five Character Districts

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do include mandatory requirements. These guidelines present minimum design criteria for the achievement of functional and attractive developments that fit within the character for each of Main Street's character districts. In general, the guidelines are intended to ensure that new or modified development preserves or improves the positive characteristics of the Sedona Main Street District image, while avoiding negative impacts.

Because these are minimum guidelines and each project is different, they do not contain all possible techniques for achieving the desired quality of development. Situations may arise that are not covered by the guidelines; therefore, project designers and plan reviewers are encouraged to follow the "principles" that the guidelines represent and to use creativity in meeting the expectations for quality development as expressed through the Manual.

1.3 Organization of the Design Manual

The Sedona Main Street and Character Districts Design Manual have been organized into seven distinct chapters. Each chapter is assigned a color to assist the user in quickly determining which Chapter they are reading.

Chapter 1 Introduction (violet) provides an introduction to the Design Manual and reviews the use of it.

Chapter 2 General Design Manual (yellow) includes detailed design guidelines that will apply to most projects in Sedona Main Street. Within each character district chapter, an icon (shown at right) will appear to identify where in Chapter 2 that more information on the topic can be found. Occasionally, the guidance found in Chapter 2 will duplicate that provided in other chapters.



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Chapters 3 through 7 each focus on a particular character district and provide a description of that district, along with numerous photographic images. The chapter highlights specific design guidelines for architecture, site design, amenities, landscaping, and signage that may be unique or more important to that district.

- Chapter 3 State Route 89A Character District (red)
- Chapter 4 Jordan Road (rose)
- Chapter 5 Mixed Use Neighborhood (orange)
- Chapter 6 State Route 179 Character District (blue)
- Chapter 7 Brewer Road (green)

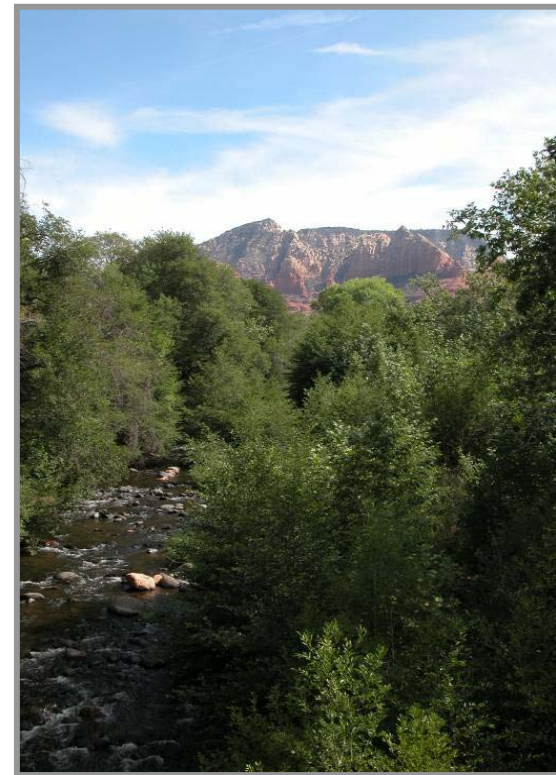
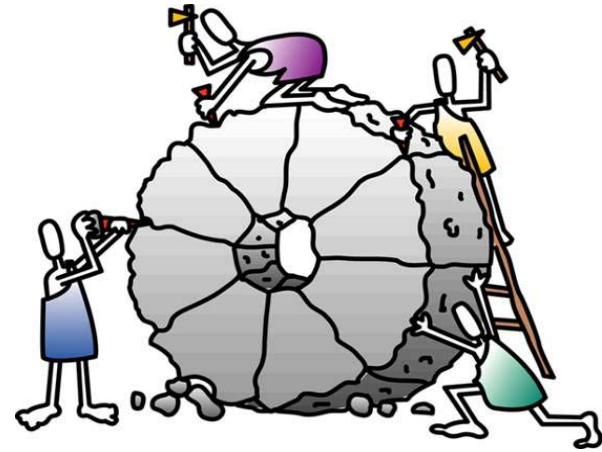
There is also a glossary of terms at the end of this document.

1.4 Using the Manual

The Sedona Main Street and Character Districts Design Manual is designed to meet the needs of many users, including: property owners, merchants, real estate interests, architects, designers, building contractors, vendors, craftspeople, City of Sedona, Sedona Main Street Program and other interested organizations and persons in the community. Each of these interests has a vital role to play in the quality of development in the Sedona Main Street District.

Users of the Sedona Main Street and Character Districts Design Manual should consider the following steps when preparing plans for a new project in the Main Street area or proposing changes to an existing building or site.

- **Step 1:** Make an appointment with the City of Sedona Community Development Department and the Sedona



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Main Street Program to review your project ideas and/or proposed project, and to determine the required permitting and processes necessary to achieve your project.

- **Step 2:** Consult the map on Page 1-1 to determine the character area within which your project falls, and then turn to the relevant chapter for the character area.
- **Step 3:** Review the appropriate chapter to understand the desired character of the area and identify any specific design guidelines that may be unique to that character area.
- **Step 4:** Consult Chapter 2 for additional basic design guidance not addressed in the character area chapters.
- **Step 5:** If questions still exist on the way to address a particular design issue, refer to the **City of Sedona Design Review Manual** for additional guidance. Copies of the Manual are available from the City of Sedona Community Development Department.
- **Step 6:** If you still have questions or comments, contact the Sedona Main Street Program office at 928-204-2390 or the City of Sedona Community Development Department at 928-282-1154.